

# How Do We Know What They're Thinking?



## BEST FLEET PRACTICES

+ Naval Safety Center

Center for Personal Development  
(Human Performance Detachment)

Teamwork: PMV Focus Group Study for  
USS George Washington (CVN-73)

### FOCUS GROUP OBJECTIVES:

- Find out underlying factors in impaired and fatigued driving incidents.
- What can leaders and Sailors do together to solve the problem?
- How are we going to attack the problem?

### WHAT WE KNOW NOW:

- Leaders need to push for consistent enforcement of policies, training, education & prevention programs.
- Sailors and Marines need to be involved in identifying prevention strategies.
- Every program needs to be continually revitalized.

*Essential Strategies for Branding  
and Marketing Military Safety Programs*



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## **AREA OF STUDY**

- Carrier based in Hampton Roads, pop. 5,000
- Traffic safety specialists from the Naval Safety Center and instructional specialists from the Human Performance Detachment (Center for Professional Development)

## **PARTICIPANT CHARACTERISTICS**

- Driver group: 18-26-year-old male and female
- Leadership group: CPOs, supervisors, DAPA

## **FOCUS GROUP TOPICS**

- Driver group:
  - 1) Navy's policy on drinking and fatigue driving
  - 2) Command policy on drinking and fatigue driving
  - 3) Initiatives the Navy could develop to decrease deaths and injuries related to drinking and fatigue driving
  - 4) Drivers' attitude toward drinking and fatigue driving
- Leadership group:
  - 1) supervisor training and qualifications
  - 2) prevention and awareness initiatives
  - 3) policy enforcement
  - 4) relationship with personnel

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## **FOCUS GROUP STRATEGIES**

- **Gather background information to design effective public information and education campaigns for this population.**
- **Identify important characteristics that influence behavior of male and female drivers ages 18-26;**
- **Inventory command regulations and punishment for traffic violators;**
- **Review public information campaigns intended for young drivers;**
- **Gather information about drivers' knowledge and attitudes about factors in traffic deaths, and command information and educational campaigns; and**
- **Make suggestions for the development of future campaign messages intended for male and female drivers under 26 years of age.**



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## **MEASUREMENT OF MUTUAL SUCCESS**

- **Measurements are continually being undertaken to assess the short and longer-term success of project.**
- **Examples include:**
  - **branding of materials (ORM cards, posters, etc.)**
  - **meeting GW's objectives (awareness, access to campaign materials, lives saved)**

## **END RESULT: A STRATEGY FOR CHANGE**

**"This 'out-of-the-box' thinking has been very interesting. We didn't know what to expect, but our people were engaged and seemed ready...We have seen a reduction in our incidents..."**

**- CDR John Reese, USS GW Safety Officer**